

**LARATION AND POWER OF ATTORNEY
(Patent, Design or C-I-P Application)**

As a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are stated below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: Method and System for Customizing Marketing Services on Networks Communicating with Hypertext Tagging Conventions

the specification of which

is attached hereto
 was filed on _____ as Application Serial No. _____ and was amended on _____
 (If applicable)

I hereby state that I have reviewed and understand the contents of the above-entitled specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations §1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

PRIOR FOREIGN APPLICATION(S)

| COUNTRY | APPLICATION NO. | DATE OF FILING (day, month, year) | PRIORITY CLAIMED UNDER 35 U.S.C. 119 |
|---------|-----------------|--------------------------------------|---|
| | | | YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> |
| | | | YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> |

LISTING OF FOREIGN APPLICATIONS CONTINUED ON PAGE 2 HEREOF: YES NO

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first page of Title 35, United States Code, §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

| | | |
|--|-----------------------------------|---|
| 60/017,229 (Application Serial No.) | January 22, 1996 (Filing Date) | pending (Status) (patented, pending, abandoned) |
| 60/010,372 (Application Serial No.) | May 22, 1996 (Filing Date) | pending (Status) (patented, pending, abandoned) |

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

ARTHUR L. PLEVY, Reg. No. 24,277; PAUL A. SCHWARZ, Reg. No. 37,577; and all of Plevy & Associates

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|--|---|--|---|
| SEND CORRESPONDENCE TO: Arthur L. Plevy, Esq. PLEVY & ASSOCIATES 146 Route 1 North P.O. Box 1366 Edison, New Jersey 08818-1366 | | DIRECT TELEPHONE Arthur L. Plevy, Esq. CALLS TO: (908) 572-5858 | |
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| RESIDENCE & CITIZENSHIP | CITY: STAMFORD | STATE OR FOREIGN COUNTRY: CONNECTICUT | COUNTRY OF CITIZENSHIP: UNITED STATES |
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| FULL NAME OF INVENTOR #2 | LAST NAME: | FIRST NAME: | MIDDLE NAME: |
| RESIDENCE & CITIZENSHIP | CITY: | STATE OR FOREIGN COUNTRY: | COUNTRY OF CITIZENSHIP: |
| POST OFFICE ADDRESS | POST OFFICE ADDRESS: | CITY: | STATE OR COUNTRY AND ZIP CODE: |
| FULL NAME OF INVENTOR #3 | LAST NAME: | FIRST NAME: | MIDDLE NAME: |
| RESIDENCE & CITIZENSHIP | CITY: | STATE OR FOREIGN COUNTRY: | COUNTRY OF CITIZENSHIP: |
| POST OFFICE ADDRESS | POST OFFICE ADDRESS: | CITY: | STATE OR COUNTRY AND ZIP CODE: |

LISTING OF INVENTORS CONTINUED ON PAGE 2 HEREOF: YES NO
 I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

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|---|--------------------------|--------------------------|
| Signature of Inventor #1 <i>William J. Tobin</i> | Signature of Inventor #2 | Signature of Inventor #3 |
| Date: 1/20/97 | Date: | Date: |

SEE PAGE 2 ATTACHED, SIGNED AND MADE A PART HEREOF: YES NO